Infant

Pre-School

Lines

toys 2012

chicco

Making a baby smile is the most extraordinary job ever…

at least according to us.

Perhaps that's why we still think it is the best in the world.

And we feel lucky because we can spend our time wondering how to do just that.

Basically, everything we design has one single purpose.

To one day enter a home, meet a baby and make him happy.

Nothing is more important for us than this. Because we know we will be rewarded with the most extraordinary gift there is.

The smile of a baby.

Our seven core values:

Chicco is consistent with its mission in everything it does. Its know-how and expertise are at the service of today's children and families to provide simple, innovative and contemporary solutions.

BONDING

Chicco knows how to work alongside mothers and children because it is fully aware of how important the bond that develops and grows between them is and aims to offer solutions that support and facilitate a positive relationship.

SPONTANEITY

Chicco knows that it is thanks to spontaneity that children discover the world and this is why it aims to allow them to freely express themselves whatever the situation.

SIMPLICITY

Chicco provides mothers and children with simple solutions to improve everyday life.

CREATIVITY

Chicco gives children the freedom they need to express their imagination and enhance their desire to experiment. This is why it aspires to provide mothers and children with state-of-the-art solutions.

POSITIVITY

Chicco knows how much a smile is worth, how important a serene and secure environment is for a baby. This is why it provides mothers and children with solutions that fill everyday life with moments of harmony and positivity.

GROWTH

Chicco knows that growth, for children, is a natural and instinctive strive towards the future. And also knows how important it is for their mothers to help them grow up happily. This is why it provides solutions that instil a sense of trust and security.

ACCESSIBILITY

Everyone deserves a bit of happiness and Chicco knows that. This is why it designs products aimed at fulfilling the needs of all mothers and children.

Chicco Toys.

A project that helps children grow, day after day. In their gradual progress towards acquiring knowledge and independence, children need constant input and the appropriate stimuli at each stage of their development: this is the core essence of the Chicco Toys line. A wide range of specific and safe products, purposely designed to satisfy the needs of children and encourage their attitudes throughout the various growth phases.

The Chicco Toys line is divided into three categories:

The right stimuli to grow up in every sense.

Touching, looking, shaking, listening, hitting, biting are all gestures that allow young children to discover the world they live in, whilst also developing their own senses and skills. Chicco's Growth Project has always focused on providing a wide and diversified range of products that accompany children throughout every milestone of the growth phase providing them with the most suitable form of stimuli. In every toy description you will see pictures of some of the below icons with the stimuli to help development.

OSSERVATORIO CHICCO
BABY RESEARCH CENTER

All our toys are developed in collaboration with Osservatorio. The Osservatorio Chicco Baby Research Center is a facility dedicated to growing our knowledge of children from 0 to 3 years of age and their psycho-physical, emotional and social needs. Osservatorio Chicco collaborates with experts who constantly interact with education facilities and gathers input from parents, who have daily hands-on confirmation of what their child needs, in order to develop specific solutions for each individual growth phase.

The Chicco Infant line is a range of toys designed for babies from birth up to 6 months of age, that include **Sleep Time, First Discoveries** and **Day Moments.** Each toy is specifically designed to help babies development from their very first day.

GoodNight Baby

Good Night Baby is the **first projector panel** that meets the needs of all young children **throughout the different growth phases.**

At 0 months: the projection of light effects accompanied by New Age tunes, create the right relaxing atmosphere to comfort babies.

At 6 months: the little elf becomes a baby's best friend during sleep time. His little hat illuminates and acts as the perfect **nightlight.**

At 18 months: it helps to create a bedtime ritual, thanks to the combination of the light effects and the presence of the cuddly elf that watches over his little friend throughout the night.

The **sound sensor switches on the light in the elf's hat** to reassure babies when they wake up and start crying.

00 060024 000 000

With 3 play modes:
1. **Music only:** relaxing classical music;
2. **Music and rotation** of the three little friends;
3. **Rotation only** of the little friends.

Sweet Dreams Cot Mobile

Electronic cot mobile with three cute ultra-soft embroidered toys which can be used separately. The little bear, bunny and lamb are all machine washable using a gentle cycle for delicate items.

00 002290 000 000

SweetHeart Lamb

The first **soft friends to be held and cuddled** that help relax and reassure baby with the benefit of **soft lights effects and music.** The electronic compartment is removable and allows it to be machine washed.

00 060048 000 000

Sweet Lullaby Lamb

A super-soft cot toy which is fixed to the cot. **It is made from natural coloured soft plush.** Washable only on the surface.

00 060046 000 000

Dancing Friends

The cot mobile with a practical universal hook-on system that can be used to attach it to the hoods of prams and pushchairs or to the handles of Group 0+ car seats to guarantee entertainment for babies on every means of transport!

00 000903 000 000

0 m+ 0 m+ 0 m+

Soft Color

Their arms make a crinkly sound

Soft Color Plush

This adorable pink bunny and cute light blue bear are **made from soft fabric,** making them **the ideal first friend for newborns.** Machine washable.

00 002291 100 000 Pink
00 002291 200 000 Blue

Soft Color Musical Box

Cute soft fabric musical cot toy, available in pink or light blue. Can be fitted to the cot. Washable only on the surface.

00 002292 100 000 Pink
00 002292 200 000 Blue

Soft Color Blankets

First **blankets** made from **soft fabric** that help babies relax and lull them off to sleep. Soft plastic details make them **ideal** for the **teething phase.** Machine washable.

00 002293 100 000 Pink
00 002293 200 000 Blue

Sleep time is a vital moment for all newborn babies. This is why the **First Dreams** electronic toys combine soothing music with soft light effects along with transitional objects to create a magical bedtime atmosphere.

2 modes of operation: lights and melodies, or lights only

Music of Mozart and Bach

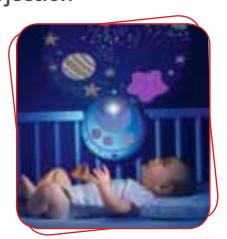
Goodnight Moon

A musical cot toy, that creates a magical atmosphere. The moon has classical melodies and gentle light effects that relax babies. The toy is also embellished with a soft figure that sits on the shining moon. Also features an adjustable strap that can easily be attached to the cot.

00 002426 100 000 Pink
00 002426 200 000 Blue

Infrared remote control

Cot mobile with double projection



Projections from the cot

Magic Stars Cot Mobile

Dual projection cot mobile, that projects images of coloured stars and planets on both the cot mobile and the bedroom ceiling, creating a magical atmosphere. The magic continues to accompany babies as they grow up. In fact, with a couple of adjustments, it becomes a practical **cot projector,** with a **nightlight** and a wide selection of tunes. When baby cries, the mobile with automatically turn on with light projections and music to help soothe them. The mobile also features an infrared remote control that can be used from a distance.

00 071200 100 000 Pink
00 071200 200 000 Blue

Pressing the yellow button activates many different melodies!

Hearts | Kite and clouds | Stars | Rainbow

Rainbow Cube

Choose the colour of your room with light!

Select 3 different projection patterns in 7 different colours or the rainbow light effect creating a colour-therapy atmosphere. With different musical genres, it is also a stylish modern nightlight to help babies sleep peacefully. In pink and blue version.

00 002430 100 000 Pink
00 002430 200 000 Blue

Projector

Lamp

GoodNight Stars

This projector creates a magical atmosphere at bedtime. The selection of classical music and the projection of stars reassures babies and helps them fall asleep. The music by Bach and Rossini, the New Age tracks and the sounds of nature play one after another in an ideal selection for a first approach to music. It can also be used as a colourful lamp.

00 002427 100 000 Pink
00 002427 200 000 Blue

His own space to relax

His own space to play

Dimensions: diameter 8x90 cms

Tummy Pad

Colourful super-soft **play pad** with a **pillow** and **3 hanging toys:** a teething rattle, a soft multi-coloured ball and a squeaking snail. The hanging toys can be clipped onto the pillow or the exclusive **"SlideLine System"** so that babies can reach them easily. The pillow allows babies to lie down and relax or lie on their tummies and play.

00 002572 000 000

The 5 hanging toys provide the stimuli to develop baby's sensory skills

Develops motor experiment and coordination skills

Play Pad

The ideal space to relax and play. Nice and large, it has a removable arch with **5 hanging toys,** each of which providing different stimuli for babies. The hanging toys can be clipped onto the **pillow** or the exclusive **"SlideLine System"** so that babies can reach them easily. The pillow is dual-purpose: tummy up, babies can play with the toys. Tummy down, they can develop motor experiment and coordinations skills.

00 002573 000 000

Develops coordination skills and musical awareness

Mp3 connection cable

Multicolored light

With sound effects that baby can start

25 minutes of continuous music and sound effects

Bubble Gym

New play mat with fun patterns, bright colours and a **soft hedgehog shaped cushion**. It is fitted with a toy bar and electronic activity panel providing babies with an endless range of activities.
The toy bar has **7 multi-activity pendants: a mirror, crinkle and plastic teething rings.**

The electronic activity panel **has fading multicoloured light effects, 25 minutes of pre-recorded music and sound effects.** It also has an **Mp3 player connection** to accompany babies during play and sleep time.

00 069028 000 000

Koala & Panda Rattle

Two cute teething rattles a **Panda** and a **Koala bear. Lightweight and easy to hold** and **makes a noise when shaken.** Both the Koala and Panda have soft plastic parts to help sooth babies during the teething period.

00 070076 000 000 Koala
00 070077 000 000 Panda

My First Phone

A soft phone shaped rattle with a ring that makes it easy to hold or clip onto the stroller. **The mirror creates** great **light effects** and when the **"keypad" is pressed it "squeaks".** Ideal for stimulating your baby's visual and hearing skills. Machine washable.

00 002120 000 000

Smart Phone

This new **electronic phone has** a special shape and non-slip details making it really easy to hold. Three large buttons make it easy to use. **With tunes, sound and 6-LED light effects.**

00 069044 000 000

Aquarium Spinner

A sea theme **electronic spinner;** when the top is pressed the coloured **fish start to spin accompanied by captivating light effects and entertaining tunes.** It helps babies develop their hand coordination skills and boosts musical awareness.

00 070074 000 000

Touch & Spin Highchair Toy

Toy with suction pad, ideal for entertaining babies sitting in highchairs. The **central section rotates by 360 degrees and the coloured balls** make a noise as they move around inside the sphere. **The plastic surface has different textures** to develop a baby's tactile skills.

00 069029 000 000

Baby Driver

A fun packed **to steering wheel with coloured lights and lots of manual activities: turning the steering wheel activates** a range of different tunes, when the key is turned the "engine starts", leafing through the book babies discover **police car and fire engine sound effects** and when they press the horn it beeps like a real one does. The toy has a **practical and safe universal clasp included in the pack** so it can be fitted on all types of strollers, even those without a bumper bar.

00 070285 000 000

Bubble Island

Bath tub activity centre to entertain babies at bathtime. Lots of great manual activities: a chute for the 2 little fish to slide down and a water wheel which creates water effects. Babies can **press** the **octopus to activate magic soap bubbles** that erupt from the volcano.

00 070106 000 000

This Chicco Pre-School range consists of toys designed for young children from 9 to 36 months in age that include Learning, Emulation and Movement. Each toy is specifically designed for the suitable stimuli for their growth phase.

Go Go Friends

The Go Go Friends are **3 friendly characters** that can **move thanks to Chicco's original Press'n'Go concept.** In fact, when their backs are pressed, the animals **move forwards, play a variety of music and sound effects; they also activate coloured light effects and ... the harder you press them down ... the farther they travel!**

Pop-a-Ladybird

The shell has 4 activities: the sphere rotates, the dial and disc rotate and the button activates a tune. 2 pop songs play as the ladybird moves around.

00 069072 000 000

Jazz-a-Snail

Colourful spiral on the snail's shell with light effects, a rotating sphere and a button with tunes. 2 jazz tracks play as the snail moves around.

00 069071 000 000

Rock-a-Bee

When the bee runs, the balls move around with light effects and 2 rock music tracks.

00 069013 000 000

12 m+

Baby Star Guitar

Electric guitar with 3 user modes and 3 music genre Rock, Blues and Reggae:
1. 15 short themes in all 3 different genres
2. 15 pre-recorded tunes in all 3 different genres
3. Special orchestra mode: children can add or exclude instruments to discover the tune they like the best. It also has **three mixer functions** (percussions, vibration, acceleration of the rhythms) to personalise the pre-recorded tunes.

00 060068 000 000

12 m+

Baby Star Piano

An **electronic keyboard** with an integrated luminous **microphone** and **four different "mixer" functions:** a drum button, a roller with sound and light effects, a joystick with entertaining sounds and a "plate" for scratch effects.
It has 3 play modes:
1. Musical scales to practice composing music;
2. 9 Pre-recorded tunes;
3. Special orchestra mode: children can add or exclude instruments to discover the tune they like the best. By pressing one of the four buttons, children can switch from piano mode to another 4 musical instruments.

00 060077 000 000

Charge & Drive

The **rescue vehicles** that fascinate young children so much, now become their new **remote radio controlled play friends. A fire engine, 4x4 jeep, police car** and finally a ambulance give children the chance to invent new adventures every single day! The vehicles come with a **built-in rechargeable battery and a recharger base,** an easy grasp steering wheel with two buttons, one to move forwards and one to turn the vehicle and change direction.

Security

00 069023 000 000

4 x 4 Jeep

00 069024 000 000

Ambulance

00 069026 000 000

Fire Dept.

00 069025 000 000

Realistic sound effects

The vehicle engine will roar as it travels forwards. It also makes a funny noise when it changes direction. The vehicle runs on a **built-in rechargeable NiMH battery pack** and the infrared steering wheel runs on **4 x 1.5 Volt "AA" alkaline batteries (not included).** When the battery is recharging, a green indicator light will come on and the vehicle will toot its horn. When the vehicle has fully recharged, a hooting sound will be heard and the green light will go off.

12 m+

Funny Pizza

This great little pizza delivery van has musical earphones. When the button is pressed, children will **hear the roar of the engine,** entertaining reggae music and a voice warning them that the pizza is on its way!

00 069006 000 000

18 m+

Radio Controlled

Safari Park

Two great radio controlled 4x4 jeeps, one for boys and one for girls. The 4 direction buttons make them so easy to control. The remote control fits onto the vehicle and the antenna turns into a practical handle. They have a cute entertaining expression and soft rubber bumpers.

00 068451 300 000 Safari Park RC – Boy
00 068451 400 000 Safari Park RC – Girl

The Bilingual ABC Talking Toys stimulate babies to **develop their language skills** as they listen, memorise and repeat nursery rhymes, their first words and short phrases. From the early stages, their innate curiosity and desire to communicate with others, allows babies to **learn a foreign language** just as easily as their own mother tongue language.

9 m+

Teaches:

- Alphabet
- Numbers
- Shapes
- Colours
- Animals
- 10 songs

BILINGUAL ENGLISH FRENCH

With soft wings

Talking Dragon

Toy packed with **interactive activities** and **5 electronic buttons** that activate 10 entertaining **songs.** Each one teaches babies something new: **the alphabet, numbers, shapes, colours and animal names in both English and French.** Talking Dragon moves his head from side to side as babies **pull him around.**

00 069033 000 020

9 m+

BILINGUAL ENGLISH FRENCH

Teaches:

- First words
- Real sounds
- Colours

With 24 activities

Talking Key

The bilingual toy designed for younger kids. The three buttons have pictures of a boat, car and house that activates **24 different sound contents, first words in English and French** plus intermittent light effects. It has two large pendants: one is **ring shaped to clip the toy to and the other is a rattle with coloured balls inside.**

00 000995 000 020

12 m+

BILINGUAL ABC

BILINGUAL ENGLISH FRENCH

Talking Farm

An educational interactive toy that teaches children how to recognise **animal names and sounds, colours and numbers through 4 play modes.** Gradually the child can experiment and have fun with words, honing their linguistic and mnemonic skills.

00 060079 000 030

Teaches:

- **Numbers**
- **Animals names and sounds**
- **Colours**

3 play modes:
1. Carpenter sounds
2. Music
3. Learning

Talking Carpenter

Lots of tools of the trade

3 play modes:
1. Learning: songs, sound effects and phrases to discover numbers, the alphabet, shapes, opposites, colours and the trade of a carpenter;
2. Music: tunes and songs to entertain kids, inviting them to play with the tools;
3. Carpenter sounds: real-life noise of the carpenter's tools.

00 069032 000 020

3 play modes:
1. Learning
2. Music
3. Imagination

Talking Kitchen

Fully kitted out kitchen with 5 removable accessories.

3 play modes:
1. Learning: songs, sound effects and phrases to discover numbers, the alphabet, opposites, elements and first words related to kitchens, shapes and time;
2. Music: tunes and songs to entertain kids, inviting them to learn how to cook;
3. Imagination: real-life kitchen noises.

00 069030 000 020

18 m+

Lights, sound effects and many melodies

3 play modes:
1. Music
2. Learning
3. Quiz

BILINGUAL
ENGLISH
FRENCH

Talking School Bus

Entertaining interactive talking vehicle.
The 4 passengers are cute little school friends: Tom the pencil, Bob the eraser, Ricky the ruler and Jimmy the pen.
It has 3 play modes:
1. Music: lots of lively tunes and songs that invite toddlers to play with the school bus and their 4 new friends;
2. Learning: amusing songs and phrases that teach toddlers numbers, the letters of the alphabet and other school related contents;
3. Quiz: entertaining riddles and quiz questions on colours, shapes and the functions of school materials. A special sound effect is activated if the answers are wrong. If the answer is correct, toddlers will hear the voice of the 4 passengers.

00 069031 000 020

2 anni years+

BILINGUAL ABC

BILINGUAL
ENGLISH
FRENCH

3 play modes:
1. Engine Sounds
2. Learning
3. Quiz

With 50 activities:
songs, melodies and sounds

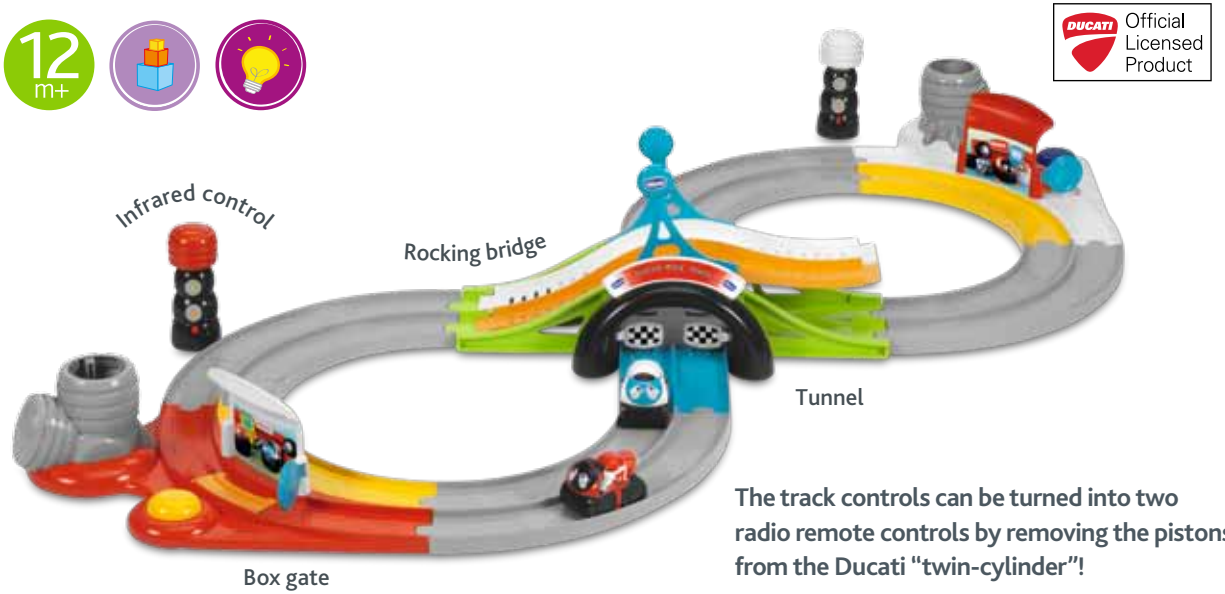
Talking Mechanic

This **talking vehicle** is complete with two tools, **a screwdriver and a spanner** that help kids develop hand coordination skills by screwing the engine and wheels on and off the vehicle.
It has 3 play modes:
1. Engine sounds: lots of real-life roaring engine sounds to make racing with the vehicle even more enjoyable;
2. Learning: songs, sound effects and phrases that invite toddlers to "fix" certain vehicle components and learn how to identify car parts in English and French;
3. Quiz: entertaining sound effects, riddles and quiz questions on colours, shapes, the alphabet and numbers.

00 069040 000 020

A product that combines Chicco's specialisation in the world of children with the unmistakeable racing design of Ducati.

Kids can use their imagination and creativity skills to create situations that are typically tied to the adult world, helping them to develop their own identity.



Official Licensed Product

Entertaining passive and active mechanical activities

"Stop & Go" button

The track controls can be turned into two radio remote controls by removing the pistons from the Ducati "twin-cylinder"!

Ducati Multi Play Race Track

This amazing racing track is for all motor racing fans.
It has 4 play modes:
1. Race one 12m+ A simple straight track with simplified commands. The remote controls are inserted in the pits "engine"; kids simply have to apply pressure in order to start the bike;
2. Interactive track 18m+ The track can be turned into a ring. Kids have great fun playing with the mechanical activities on the track (Stop & Go in the pits, flags);
3. Race circuit 2 years+ It now becomes an 8-shaped track and the remote controls can be removed from the "engines" for increasingly exciting races. The bike can move in 2 directions, forwards and reverse;
4. First remote control toys The bikes can also be driven off the track creating endless fun.

00 069027 000 000

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chicco
Wherever there's a baby